

**Table A-12. Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995**

Item	Dollar volume		Year-to-year ratio 1995/1994	Percent of total	
	1995	1994		1995	1994
<b>Operating Revenue</b>					
Total . . . . .	2.6	2.3	1.6	(X)	(X)
Total Cable and other pay television revenue . . . . .	2.7	2.3	1.6	(X)	(X)
Advertising . . . . .	5.8	5.7	1.2	5.4	5.5
Program revenue . . . . .	7.5	7.7	1.9	6.7	7.0
Basic service revenue . . . . .	2.7	2.4	2.2	2.5	2.3
Pay-per-view and other premium service revenue . . . . .	9.3	7.8	2.9	7.8	6.5
Installation fees . . . . .	2.6	2.6	2.2	3.2	2.9
Other cable revenue . . . . .	2.0	3.6	2.4	3.5	4.1
<b>Operating Expenses</b>					
Total . . . . .	2.4	2.2	1.4	(X)	(X)
Annual payroll . . . . .	2.1	2.0	1.5	1.1	1.2
Employer contributions to Social Security and other supplemental benefits . . . . .	1.7	2.3	1.7	1.6	2.4
Plans required under Federal and State legislation . . . . .	2.0	2.0	1.6	1.5	2.0
Other fringe benefit plans . . . . .	1.7	2.8	2.0	1.9	2.9
Program and production costs . . . . .	4.1	3.8	2.0	2.1	2.0
Depreciation . . . . .	2.0	2.2	1.7	2.0	1.9
Buildings, offices, and structures . . . . .	(S)	(S)	(S)	(S)	(S)
Transmission systems . . . . .	2.7	2.7	1.9	2.5	2.3
Vehicles, machinery and equipment, and other tangible assets . . . . .	1.7	2.1	2.3	2.2	2.3
Lease and rental . . . . .	2.8	2.7	1.9	1.6	2.0
Buildings, offices, and structures . . . . .	3.8	3.5	2.0	2.6	2.9
Transmission systems . . . . .	4.0	3.4	2.3	3.5	3.1
Vehicles, and other machinery and equipment . . . . .	2.6	2.7	2.7	1.4	2.1
Purchased repairs . . . . .	3.3	3.0	1.8	3.5	2.9
Buildings, offices, and structures . . . . .	6.1	4.4	2.8	4.9	3.6
Transmission systems . . . . .	4.6	3.8	2.8	4.9	3.6
Vehicles, and other machinery and equipment . . . . .	2.2	3.3	2.9	2.9	3.7
Insurance . . . . .	1.9	2.1	2.1	2.1	1.8
Telephone and other purchased communication services . . . . .	4.6	4.2	2.1	3.2	2.8
Purchased utilities . . . . .	1.3	2.1	1.8	1.8	2.1
Purchased advertising . . . . .	3.1	2.6	2.2	2.9	2.1
Taxes . . . . .	2.8	3.3	2.6	2.6	2.9
Other operating expenses . . . . .	2.8	2.5	2.4	1.5	1.4

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.